

Calhoun

Chickasaw

Pontotoc

Chickens  
Ducks  
Eggs

Big Prizes

**THE TRI-COUNTY PRODUCE CLUB**  
OF HOULKA, MISSISSIPPI  
With  
**Houlka Hardware & Furniture Co.**  
Get Wise To This Stupendous Proposition.

Geese  
Turkeys  
Hogs and Cattle  
Big Prizes

## TO "YOU" WHOM IT "MUST" CONCERN:

The Tri-County Produce Club is being organized by The Houlka Hardware & Furniture Company. There is NO string tied to this big proposition—no secret signs and passwords—no initiation exercises and no obligation on your part to that firm. Therefore we earnestly solicit your immediate membership into the biggest and best get together for good club ever launched in Mississippi. The sole idea is to better this county financially and to arouse the latent spark of enthusiastic GROWN IN MISSISSIPPI—MADE IN MISSISSIPPI products. We want to get the people INTERESTED in RAISING FOOD AT HOME.

Now for our little heart to heart "confabulation." Get yourself steady and read this page thru and thru. We want a membership of at least 1,000 who are interested in the growing of poultry, hogs and cattle, and especially those who WILL GROW IT. We sincerely hope that you will get our idea on the jump. There will be expense and trouble attached to this proposition, but we feel that if we can make bare expenses just to get the thing GOING we will be well paid for our work. So the effort is being made solely for the benefit of our friends and customers.

There is no certainty in the growing of cotton, and if there was, would it not be better to realize some EXTRA MONEY on something of this kind? We know and you know that what will benefit you will help others. Every extra dollar introduced into our community helps somebody, and what helps your neighbor, HELPS YOU, either directly or indirectly. We want YOU as a member of this club and we want you to come to see us for further information. You can sell your produce to us FOR CASH or you can sell to others—just as you wish—just so you join the club—talk the club and get others interested in the greatest thing ever put on in HOULKA or Chickasaw County or even in the state. Let's make HOULKA a cattle, hog and poultry market and let's ship two or three carloads of produce this season—we mean CARLOADS—not these little coops. IT CAN BE DONE AND WILL BE DONE IF YOU and the rest of us will pull together. We are talking to YOU now, not the other fellow, for the other fellow is getting a copy just like this one. Let's get together and START SOMETHING THAT IS WORTH WHILE. It will not take long to build up this business to a point where you will be proud that YOU helped to put it on its feet. We will NEVER build a market for this kind of produce until we attract the ATTENTION OF THE LARGE BUYERS—WITH QUANTITY AS WELL AS QUALITY. If we could handle a car of poultry every two weeks, buyers would be RIGHT ON THE SPOT TO PAY GOOD PRICES. We can never hope to realize FULL VALUE until we produce not only the quantity, but the QUALITY, and to do this WE MUST MAKE AN EFFORT. Get something to SELL and there will always be some one READY TO BUY. There is no time like the present to BEGIN.

Cotton is made to wear—to hang on our backs—and if you are like ourselves you are looking around for some of the old clothes that you discarded years ago. You Cannot Eat Cotton—nor have you sold any in the last eight months that didn't cost you MORE than than you got for it. You can Almost quit wearing clothes—(some people last summer almost did that stunt and they were able to pay for a great deal more than they had on too)—but you Cannot Quit Eating, neither can the other fellow.

Please fill out the application blank and send to us at once. It will be a pleasure to you as well as ourselves. We want to get this thing going and it will be impossible unless you take a good interest in the welfare of your community. Get enthused over it—talk it—push it and you will be more than paid for your trouble.

Do you want to see your country prosperous? Do you want prosperity to bloom for the good of all? It is up to you to make it so. Hum the Club. Boost the Club. You Good ladies get your husbands interested. Tell them what to do. Make 'em do. We are relying on the good housewives to help us put it over.

## Here are The Prizes---Read Closely.

In addition to getting the full value of the produce we will give to the man, woman, boy or girl (not a merchant or a produce peddler) \$10 in Gold for the greatest number of Pounds of Geese, Turkeys, Ducks and Chickens, sold to us between April 15, 1915 and January 1, 1916. To the one selling us the greatest number of eggs we will give \$10 in Gold.

## Second Best In Each Case Gets \$5 In Gold.

Every Customer Gets full Cash Value for All Produce Bought.

To the merchant who sells us the largest chunk of produce in pounds we will give a modern tailor made suit of clothes.

Beginning April 15, 1915, we will put on a guessing contest as to the total number of pounds bought by us and total number of eggs, not dozens, but actual number of eggs. With every 50 cents worth of merchandise bought of us we will give a Cash Register Ticket with space on back for the guess and the guesser's name. These tickets will be voted at time of purchase and dropped into ballot box attached to Register stand. No one connected with the store will be allowed to guess in any way or to give a tip as to the possible amount.

\$5 For Best Guess of Pounds. For Second Best, \$2.50 in Gold. For Best Guess of Eggs, \$5. For Second Best, \$2.50 in Gold.

On December 14 and 15, 1915, we want all the people to bring their Best produce so we can load a car provided specially for the purpose. A big picture will be made of the car and

published in the newspapers. Then a calendar will be made of this picture to be given free to everybody. On the back of this calendar will be printed the names of all who helped fill the car with their produce. The names will also be published in the county paper. All culls should be sold in the summer so you will have your very best for this big occasion.

See Us Before Selling Your Produce. We Pay Cash For All Kinds of Farm Produce.

This Country Must Diversify—It Must Hit The Stride of Business. Let's Slap the Boll Weevil Square in the Coco and Make Houlka the Hub of the Produce Trade of the Country. Get Busy and Boost the Tri-County Produce Club.

Watch The Hummer For Further Information For The Big Doings.

## Application Blank.

Houlka Hardware & Furniture Company:

I desire to become a member of The Tri-County Produce Club. I will help boost the best I can.

Name.....

Address.....